

to at least one of a plurality of web pages; and

pushing the at least one of the plurality of web pages corresponding to the page push signal to the user during the interactive communication session.

40. (NEW) The method according to claim 1, wherein establishing the telecommunications session between the user and the call center comprises:

establishing a first call to the call center;

establishing a second call to the user; and

bridging the first call with the second call so that the telecommunications session between the user and the call center over the voice network can be established.

41. (NEW) The method according to claim 1, wherein the at least one characteristic of the interactive communication session includes at least one of an identity of the subscriber and a subject matter associated with the interactive communication session.

42. (NEW) The method according to claim 1, wherein receiving information over the packet network includes receiving information transmitted over the packet network using a uniform resource locator (URL).

43. (NEW) The method according to claim 1, wherein communicating the information corresponding to at least one characteristic of the interactive communication session, comprises:

transforming the information into a form suitable for placing a call over the telecommunications network to the call center, the call being routable by the call center in accordance with the information corresponding to at least one characteristic of the interactive communication session.

44. (NEW) The method according to claim 5, wherein transforming the information into a form suitable for placing a call over the telecommunications network, comprises:

using a database containing at least one entry for information corresponding to at least one characteristic of the interactive communication session and at least one entry corresponding to a communications number for the call center.

45. (NEW) The method according to claim 6, wherein the at least one entry corresponding to a communications number for the call center includes a dialed number identification service (DNIS) code.

46. (NEW) The method according to claim 6, wherein the at least one characteristic of the interactive communication session includes at least one of an identity of the subscriber and a subject matter associated with the interactive communication session.

47. (NEW) The method according to claim 5, wherein transforming the received information into a form suitable for placing a call over a telecommunications network to the call center, comprises:

transforming the received information into a dialed number identification service (DNIS) code.

48. (NEW) The method according to claim 1, wherein communicating the information corresponding to at least one characteristic of the interactive communication session, comprises:

sending audio signals representing the information to the call center.

49. (NEW) The method according to claim 10, wherein sending audio signals representing the information to the call center comprises:

transforming the information into audible sounds; and

playing the audible sounds over a telecommunications connection established with the call center.

50. (NEW) A method of correlating information between a call center associated with a subscriber and a packet network linked in an interactive communication session with a user, comprising:

receiving over the packet network at a network service platform information corresponding to at least one characteristic of the interactive communication session;

communicating by the network service platform information corresponding to at least one characteristic of the interactive communication session to the call center over a telecommunications network;

based on the at least one characteristic, establishing a telecommunications session between the user and the call center over the telecommunication network; and

pushing at least one web page to the user during the interactive communication session based

on an interaction between the network service platform and the call center while the telecommunications session between the user and the call center is being established.

51. (NEW) The method of claim 12, wherein establishing the telecommunications session between the user and the call center comprises:

establishing a first call to the call center;

establishing a second call to the user; and

bridging the first call with the second call so that the telecommunications session between the user and the call center over the voice network can be established.

52. (NEW) The method according to claim 12, further comprising:

receiving a page push signal at the network service platform, the page push signal corresponding to at least one of the plurality of web pages; and

pushing the at least one of the plurality of web pages corresponding to the page push signal to the user during the interactive communication session.--